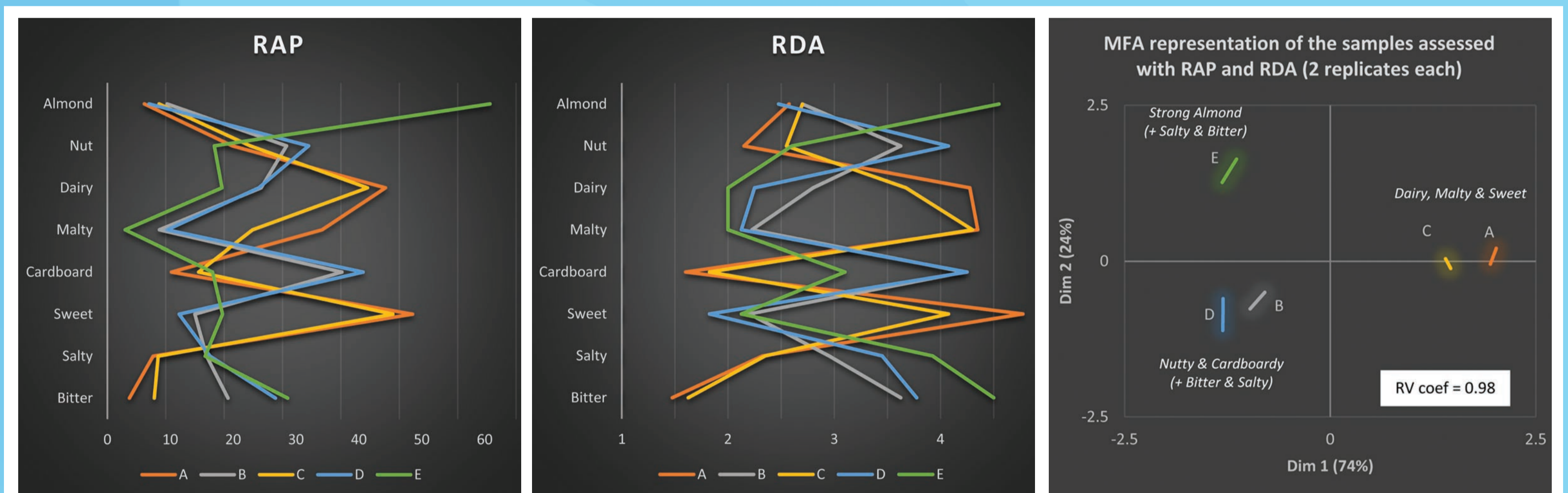


# Novel sensory methods

Sensory profiling gives valuable input into the product development process. However, classic descriptive profiling methods, such as Quantitative Descriptive Analysis<sup>®</sup> (QDA) and Rapid Attribute Profiling (RAP), are often time consuming. Ranking Descriptive Analysis (RDA) is faster.

We compared five samples of almond milk using RDA and RAP. The charts show good correlation between the two methods.



Alternative sensory descriptive techniques such as Ranking Descriptive Analysis (RDA) offer benefits including:

- reduced panel training time
- quicker results
- reduced project costs overall

RDA is ideal for a small sample set when only a limited number of attributes need to be evaluated, and where it's less important to know the magnitude of the difference between the samples.

